



TALKING ON THE TELEPHONE... But home maker Elsie Reid has both hands free to keep daughter Robin out of trouble during her beauty bath. Pacific Telephone's new speakerphone permits a normal conversation without touching the receiver. Just a push of the button in the base of the set and you're ready to dial or receive a call.

No Hands Needed for New Phone, Push Button Dialing Featured

You don't need a special pair of glasses to enjoy a new dimension in telephoning. Pacific Telephone has come up with a remarkable new instrument that enables the user to talk without having to touch or lift the handset.

Dubbed the "hands free speakerphone," the set was designed especially for busy homemakers and businessmen who need an extra hand for other work while talking on the telephone.

With the new instrument the lady of the house can carry on a telephone conversation while both hands are left free to prepare a meal, wash dishes or sew a new tail on Junior's Davy Crockett cap.

Can Take Notes
Down at the office the busy tycoon can take notes, refer to charts, books or records—without interrupting his telephone conversation.

All this is accomplished by merely pushing a button at the start of a call.

A tiny microphone and three plastic buttons are mounted in the base of the instrument. One button controls the volume of the other party's voice coming over a nearby two by three-inch loudspeaker.

Hands Are Free
The other buttons turn on or off the "hands free" feature so that the telephone may be used in the normal manner if privacy is desired.

Answering or originating a call with the speakerphone feature in operation is a simple matter—you just press the "on" button in the base of the set. While you're talking the button lights up as a reminder to "hang up" at the end of the conversation by pressing the "off" button.

With the new telephone the whole family can join in on local calls—or family reunions on long distance calls. Invalids or the physically handicapped can benefit from the simple push-button operation of the speakerphone.

A lot of the new telephones are in use now. So, if you should happen to see a business acquaintance or neighbor talking to a telephone several feet away—and it's talking back—

Realty Firm Establishes Headquarters

James H. McCarthy, vice president of the McCarthy Co., operators of a chain of 15 realty branch offices in Los Angeles County, announced this week completion by the firm of the redecoration and reconstruction of an office building at 1872 Pacific Coast Hwy., Lomita, for the establishment of his company's branch office to serve the Redondo, Palos Verdes, Torrance, Lomita, Wilmington, and San Pedro areas.

Robert C. Reilly, assistant sales manager of the McCarthy Co., was in charge of the reconstruction of the office building designed to house the McCarthy's 18th branch office.

don't consult your favorite psychiatrist. Unless they AREN'T using one of the new "hands free" sets, that is.

Pet Show Set At Playground

A canine beauty pageant is scheduled to be staged at the Torrance recreation playgrounds, Wednesday, July 6, at 10 a.m. No bathing suits are required, just the furry attire each pet comes equipped with.

There will be a number of categories in which to enter pets. Some of these are the best dressed, the best groomed, the smartest dog, the largest dog, the smallest horse, the largest horse, the homeliest pet.

W H A T I S N E W ?

VAN'S MAPLE SHOP

2083 TORRANCE BLVD.

the best looking pet, and many others.

Good Vision is Vital



CHECK-UP ON EYES AT ONCE

At the first sign of strain or blurred vision, reading or working, have your eyes examined!

Glasses Here Are Never Expensive

DR. G. E. COSGROVE
— OPTOMETRIST —
135 S. Pacific Ave.
Redondo Beach FR 2-6045

IN 30 DAYS YOUR TAPE MEASURE WILL TELL YOU

The STAUFFER SYSTEM is so sure, so positive—you can MEASURE how much you have reduced in just a few weeks! You'll have gratifying results right away in slimming and trimming your hips, tummy, thighs—without harmful drugs, exercise, heat, or "electrical" treatment. It's gentle and soothing—pleasant to women of every age and condition—and so easy!



FREE Trial Treatment

Don't wait another moment for your new levelness. Pick up your phone—now and call for your FREE TRIAL (no obligation).

PHONE FR 5-8517 1708-A S. Catalina

(In Hollywood Riviera District)

REDONDO BEACH

Hours: 8 to 9

Santa Barbaran Is Exchange Club President

Inspired by continued success with their youth program, 800 California State Exchange Club delegates concluded their 31st annual convention by selecting Santa Barbara for 1956.

New state president is Duncan McDougall, pharmacist of Santa Barbara, installed by B. Willis Weekes of Bakersfield at a dinner in Capitola. A. Earl Washburn of Sacramento was master of ceremonies.

Other newly installed state officers are Kennan H. Beard of Modesto, vice president; A. V. Jordan of Fresno, re-elected secretary; and Fred L. Cronk of South Pasadena, re-elected treasurer.

New state board of control members are Fred J. Burmester of San Francisco, Lawrence E. Montgomery of Inglewood, Patrick Casey of Alhambra, Don Morgan of Sacramento, Robert Wade of Vallejo, and Elroy J. Lehman of San Francisco.

Retiring State President J. William Speer of Berkeley contributed four perpetual trophies to go each year to clubs that sponsor winners of the Boy of the Year contest, winner of the model plane contest, winner of the senior division and winner of the junior division in the state-wide "Search for Talent" contest.

SAVINGS OF UP TO

60%



CHOOSE FROM 18,000 PAIRS

MEN'S DRESS SHOES

Nationally Advertised in Esquire, Sat. Eve Post and True Magazines at \$11.95 to \$13.95 per pair.

A large group to choose from. All sizes — Black, Navy, Brown, Beige, Crepe Soles — Leather Soles — Neolite. Dozens of Patterns.

\$6.99 pr.

MEN'S AND BOYS TENNIS SHOES

Heavy Suction Cup Soles
Arch Support
Rugged — Washable
Regular \$4.98 Value

\$3.49 pr.

SAV-ON SHOES

STORE NUMBER 3
LARGEST AND NEWEST SHOE STORE IN TORRANCE
2067 TORRANCE BLVD.

ALL OUR SHOES ARE GUARANTEED FIRST QUALITY. Choose From the Brands You Know

SERVE YOURSELF AND SAVE
PLENTY OF FREE PARKING

SAVINGS
From \$2 to \$9
Per Pair

3-DAY HOLIDAY AHEAD smart shoppers salute A&P for GRAND VALUES

Guarantee your folks a fine, fun—and food-filled holiday weekend with an expert assist from A & P! Splendid variety in every department... everything a holiday-minded hostess or housewife needs to plan a festive Fourth of July! Come see... come save at A & P!

ALL A&P STORES WILL BE CLOSED JULY 4th

"GOLDEN QUEEN" MATURE HEN TURKEYS "OVEN-READY" 12 TO 16 - lb. AVERAGE **45¢ lb.**

Especially good buy for the Holiday, these birds are as meaty as can be and budget priced at A&P!

A Real Holiday Value
CHARCOAL *
20 - lb. Bag **99¢**

U.S.A. "CHOICE" BONE-IN ROUND ROUND, SWISS OR STEAK GROUND ROUND
Boneless Round, 69¢ lb.
59¢ lb.

U.S.A. "CHOICE" GRADE RIB ROAST 7-INCH CUT 1st 5 RIBS
A REAL HOLIDAY TREAT
63¢ lb.

A&P's Fresh Fruit and Vegetables

RED-RIPE, SUGAR SWEET WATERMELONS Per lb. **3 1/2¢**

LONG WHITE U. S. NO. 1-A POTATOES 10 lbs. **25¢**

GOLDEN-RIPE BANANAS 2 lbs. **29¢**

RED-RIPE JUICY STRAWBERRIES Per Bsk. **23¢**

JULY ISSUE woman's day NOW ON SALE Still 7¢ Only

SWEET PICKLES WENDY MIXED 2-lb. Jar **35¢**

HUNTS CATSUP 2 14-oz. Bts. **31¢**

SURF DETERGENT* Gt. **69¢**

BEVERAGES* ARROW-HEAD 2 29-oz. Btls. **33¢**

CAKE MIX BETTY Devil, White Pkg. CROCKER or Yellow 20-oz. **29¢**

CUT WAX BEANS 13 1/2-oz. HART Can **15¢**

A Real Holiday Brew
TAVERN PALE-EASTERN BEER* 12-oz. cans **27¢** 6-pack carton **81¢**
12-can case... 1.59 24-can case... 2.99

NEWS* Lge. 23¢ Giant Pkg. 45¢
French's Mustard 9-oz. Jar 16¢
White King* SOAP POWDER Lge. 32¢
White King "D" Lge. 31¢ 20-oz. Pkg. 61¢
Water Softener* 28-oz. Pkg. 24¢
Vets Dog Food* 3 Cans 25¢

E-Z Popcorn 4 1/2-oz. Pkg. 35¢
Soap* SIERRA 2 Btls. 25¢
Liquid Joy* 7-oz. Btl. 25¢
Val Detergent* 1/2-PRIOR Lge. Pkg. 45¢
M.L.B. Long Grain Rice 1-lb. Pkg. 21¢
Instant Coffee SANGRIA 2-oz. Jar 49¢

WHITER WASHES PUREX* 1/2-gal. Btl. **31¢**

FLUFFO Shortening 1-lb. Can **33¢** 3-lb. Can **90¢**

SALAD OR COOKING Wesson Oil 1-pt. Btl. **34¢** Qt. Btl. **65¢**

A&P Food Stores
THE GREAT ATLANTIC & PACIFIC TEA COMPANY

U.S.A. "CHOICE" POT ROAST 39¢ lb. CENTER CUT CHUCK 35¢ lb.

U.S.A. "CHOICE" BONE-LESS RUMP ROAST 69¢ lb. WILSON'S TENDERMADE CANNED HAM 6-lb. Tin **5.39**

U.S.A. "CHOICE" BONELESS CLOD 63¢ lb. "FARMER JOHN" BRAND FRANKS 1-lb. Cello Package **39¢**

LEAN, MEATY STEWING BEEF 59¢ lb. "ALL-MEAT" Large Size By the Chunk! **39¢**

FRESH, LEAN GROUND BEEF A&P Quality 29¢ lb. GALLO SLICED ITALIAN SALAMI Pkg. 37¢
From Old San Francisco

A Holiday Buy COUNTRYSIDE FRESH EGGS GRADE "AA" Doz. **49¢**

A Real Buy SANTA ANITA Vodka* **2.99** Fifth

A&P's Happy Holiday Grocery Values!
DELICIOUS HOT OR COLD

ARMOUR'S TREET 12-oz. Can **35¢**
WISCONSIN LONGHORN CHEESE lb. **49¢**

CAMPFIRE MARSHMALLOWS 1-lb. Pkg. **25¢**

A&P BRAND-WHOLE GREEN BEANS 15 1/2-oz. Can **21¢**

BETTY CROCKER BISQUICK "The 12-in-1 Mix" 2-lb. 8-oz. Pkg. **39¢**
SELF-SEALING

SARAN WRAP* 25' Roll **29¢**
LINDSAY-SELECT

RIPE OLIVES FOR YOUR PICNIC 9-oz. Can **23¢**

PRICES SHOWN ARE GUARANTEED THURSDAY THROUGH SATURDAY, July 2nd
1330 EL PRADO—TORRANCE
MARKET & LA TREA—INGWOOD
All A&P Stores closed Sunday *Taxable items subject to tax
PRICES EFFECTIVE IN ALL SOUTHERN CALIFORNIA STORES